How-to
Guide 4

# Your Ideal Customer and HOW TO Find Them

A step-by-step guide to identifying your ideal customers and how to find them within BC and Alberta using the BCRTS research available.

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How-to Guide 4

# Why should I identify my ideal customer and review domestic market segment profiles?
## How will it help my business?

Understanding who you want to target and who your potential customers might be can help you achieve goals such as: expanding your seasons into fall, winter and spring; finding the right customer for new products, and speaking the language that resonates with potential customers most effectively.

# Your Ideal Customer Exercise

→Take some time to answer these questions:

1. **Questions about your business:**

   a. What type of products/services am I offering and how can they benefit my customers?

   b. Have any other products/services been requested by customers in the past?

   c. What are my core business values? Do I want my consumers to embody the same values?

   d. What do I offer that is unique?

   e. What types of people do I enjoy interacting with? Families? Couples? Groups?

2. **Questions about your current customers:**

   a. **What ages and life stage are they?**

      i. Do they have children living at home? Are they retired?

      ii. Is their household income higher than average, average, or lower?

   b. **Where do your customers come from? Are they domestic or international? Do they drive or fly to reach you?**

   c. **How do your customers find you?**

      i. Google? Social Media? Word of Mouth?

      ii. How do you want them to find you?

      iii. Who engages with your content the most (Online and In-Person)?

   d. **What types of activities/hobbies do your customers enjoy?**

      i. What do you enjoy and want to share with your customers?

3. **Based on all of this, describe your ideal customer(s) based on demographics, values, and activity interests.**

_____

_____

_____

_____

**4. Now let's look at the market profiles of BC & AB residents— our domestic market opportunities**

**a. What are PRIZM & EQ?**

***PRIZM*** is Canada's leading segmentation system for understanding customers and markets.

Developed by Environics Analytics, PRIZM divides Canada into 67 segments based on postal codes that capture current demographics, lifestyles and values across the country. Each segment has details that help us understand more about where the visitors have come from, what they are like, what kinds of activities they typically do, their media habits, and more.
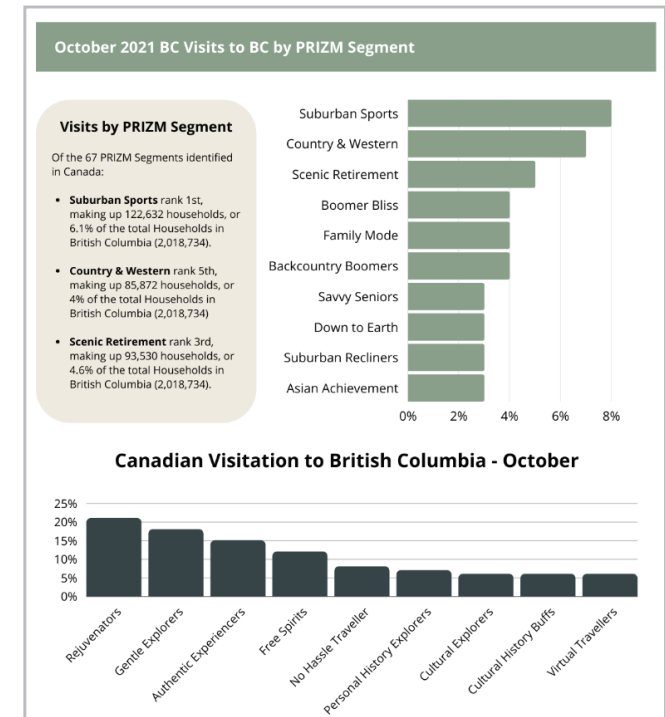
***EQ*** is a market segmentation system based on the science of psychographics.

Destination Canada worked with Environics Analytics to develop the Explorer Quotient traveller types to apply sophisticated, values-based segmentation specifically for the travel market (based on the PRIZM system). Psychographics is an evolution of the traditional field of demographics. Instead of just breaking travellers into groups based on age, income, gender, family status or education level—all of which is useful information— psychographics looks deeper at people's social values and views of the world. EQ breaks each geographic market down into different psychographic groups, called Explorer Types. Each type is identified by particular characteristics stemming from social and travel values, travel motivations and behaviours.

***Read up on Destination Canada's EQ Profiles.***

**Top PRIZM & EQ Segments travelling within BC in October 2021**

**October 2021 BC Visits to BC by PRIZM Segment**

**Visits by PRIZM Segment**

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).

- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).

Segments: Suburban Sports, Country & Western, Scenic Retirement, Boomer Bliss, Family Mode, Backcountry Boomers, Savvy Seniors, Down to Earth, Suburban Recliners, Asian Achievement (0% to 8%)

**Canadian Visitation to British Columbia - October**

Segments: Rejuvenators, Gentle Explorers, Authentic Experiencers, Free Spirits, No Hassle Traveller, Personal History Explorers, Cultural Explorers, Cultural History Buffs, Virtual Travellers (0% to 25%)

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See **How-to Guide #3** on Monthly Visitor Highlights for more information on what PRIZM segments are visiting BC and your region.

*Make a note of the top 5 PRIZM and top 5 EQ segments visiting your region to use for the rest of this exercise.*

**Top 5 PRIZM**

1 _____

2 _____

3 _____

4 _____

5 _____

**Top 5 EQ**

1 _____

2 _____

3 _____

4 _____

5 _____

b. In the following charts we can see the top segments living within BC and Alberta by household size and population. This means these are the segments more likely to visit, but you can also narrow in on some of the segments that fit your ideal customer profile, and target them with your marketing.

*See below the 9 EQ Types with corresonding PRIZM Segments*

| EQ Type | PRIZM Segment |
|---|---|
| Free Spirits | Asian Achievement |
| | South Asian Society |
| | Juggling Acts |
| | Asian Sophisticates |
| | Metro Melting Pot |
| | Multicultural Corners |
| | South Asian Enterprise |
| | Multiculture-ish |
| | All-Terrain Families |
| | Midtown Movers |
| Gentle Explorers | Suburban Sports |
| | Just Getting By |
| | Suburban Recliners |
| | Stressed in Suburbia |
| | Value Villagers |
| | Silver Flats |

| EQ Type | PRIZM Segment |
|---|---|
| Rejuvenators | Scenic Retirement |
| | Country & Western |
| | Down to Earth |
| | Kick-Back Country |
| | Slow-Lane Suburbs |
| | New Country |
| Authentic Experiencers | Savvy Seniors |
| | Boomer Bliss |
| | Mature & Secure |
| | Turbo Burbs |
| | First-Class Families |
| | Wealthy & Wise |
| | The A-List |
| Cultural History Buffs | Diverse & Determined |
| | New Asian Heights |
| | Latte Life |
| | Social Networkers |
| | Enclaves Multiethniques |

| EQ Type | PRIZM Segment |
|---|---|
| Cultural Explorers | Eat, Play, Love |
| | Friends & Roomies |
| | Indieville |
| | Downtown Verve |
| Personal History Explorers | Asian Avenues |
| | On Their Own Again |
| | Indigenous Families |
| | Mid-City Mellow |
| No Hassle Travellers | Family Mode |
| | Old Town Roads |
| | Country Traditions |
| | Middle-Class Mosaic |
| | Keep on Trucking |
| | Agri-Biz |
| Virtual Travellers | Backcountry Boomers |
| | Modern Suburbia |
| | Happy Medium |
| | Diversité Nouvelle |

*Read up on Destination Canada's EQ Profiles.*

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*Next, we examine the EQ Types in order of Household Count for British Columbia and Alberta, since those are the provinces with our largest number of visitors.*

**BC Household Count:**
**2,018,734**

**BC Population Count:**
**5,102,265**

| 2021 BC EQ Type | Household Count | Population Count |
|---|---|---|
| Free Spirits (FS) | 323,033 (16%) | 1,029,520 (20%) |
| Gentle Explorers (GE) | 320,030 (16%) | 783,446 (15%) |
| Rejuvenators (RJ) | 296,119 (15%) | 732,081 (14%) |
| Authentic Experiencers (AE) | 276,802 (14%) | 721,800 (14%) |
| Cultural History Buffs (CHB) | 243,289 (12%) | 468,665 (9%) |
| Cultural Explorers (CE) | 200,674 (10%) | 403,882 (8%) |
| Personal History Explorers (PHE) | 147,316 (7%) | 398,769 (8%) |
| No Hassle Travellers (NHT) | 118,852 (6%) | 334,368 (7%) |
| Virtual Travellers (VT | 92,619 (5%) | 229,734 (5%) |

2021 BC EQ BY HOUSEHOLD COUNT

**AB Household Count:**
**1,641,221**

**AB Population Count:**
**4,440,749**

| 2021 AB EQ Type | Household Count | Population Count |
|---|---|---|
| Free Spirits (FS) | 316,975 (19%) | 953,603 (21%) |
| Rejuvenators (RJ) | 230,949 (14%) | 658,962 (15%) |
| Authentic Experiencers (AE) | 207,014 (13%) | 584,506 (13%) |
| No Hassle Travellers (NHT) | 203,153 (12%) | 497,597 (11%) |
| Virtual Travellers (VT) | 198,267 (12%) | 584,453 (13%) |
| Gentle Explorers (GE) | 155,177 (9%) | 318,097 (7%) |
| Cultural Explorers (CE) | 139,621 (9%) | 415,948 (9%) |
| Cultural History Buffs (CHB) | 107,775 (7%) | 212,573 (5%) |
| Personal History Explorers (PHE) | 82,290 (5%) | 215,010 (5%) |

2021 AB EQ BY HOUSEHOLD COUNT

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*Then let's look even closer at the Top 20 PRIZM groups for British Columbia...*

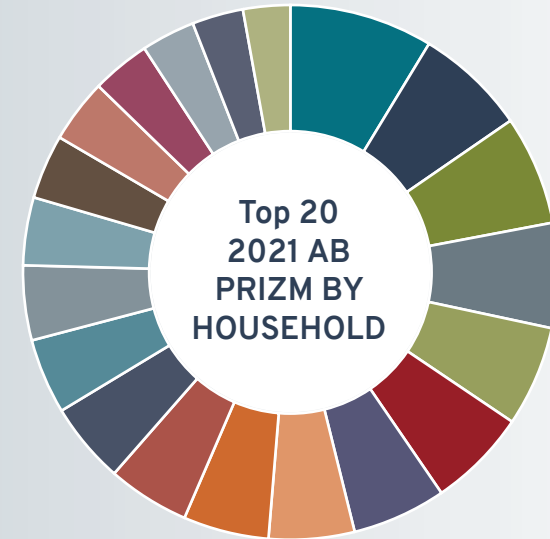| Top 20 BC PRIZM Segment | Household Count | Population Count |
|---|---|---|
| Suburban Sports | 122,632 (6%) | 362,405 (7%) |
| Asian Achievement | 94,893 (5%) | 297,724 (6%) |
| Scenic Retirement | 93,530 (5%) | 212,599 (4%) |
| Savvy Seniors | 89,521 (4%) | 193,136 (4%) |
| Country & Western | 85,872 (4%) | 205,921 (4%) |
| Diverse & Determined | 84,842 (4%) | 176,314 (3%) |
| Asian Avenues | 80,351 (4%) | 242,774 (5%) |
| Friends & Roomies | 73,154 (4%) | 139,123 (3%) |
| Eat, Play, Love | 73,122 (4%) | 127,270 (2%) |
| New Asian Heights | 70,149 (3%) | 141,066 (3%) |
| South Asian Society | 69,211 (3%) | 261,544 (5%) |
| Just Getting By | 64,348 (3%) | 119,593 (2%) |
| Boomer Bliss | 63,809 (3%) | 163,285 (3%) |
| Suburban Recliners | 57,976 (3%) | 116,425 (2%) |
| Backcountry Boomers | 55,024 (3%) | 123,109 (2%) |
| Latte Life | 54,307 (3%) | 88,790 (2%) |
| Family Mode | 50,010 (2%) | 152,262 (3%) |
| Mature & Secure | 45,943 (2%) | 139,619 (3%) |
| Juggling Acts | 43,742 (2%) | 105,997 (2%) |
| Down to Earth | 40,197 (2%) | 99,666 (2%) |

Top 20 2021 BC PRIZM BY HOUSEHOLD

BC Household Count:
**2,018,734**

BC Population Count:
**5,102,265**

*and the Top 20 PRIZM groups for Alberta.*

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Top 20
2021 AB
PRIZM BY
HOUSEHOLD

AB Household Count:
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AB Population Count:
**4,440,749**

**c. Accessing the PRIZM & EQ Summaries & Detailed Profiles:**

The BCRTS has invested in research services to provide you with access to market data from the PRIZM & EQ systems via Environics Analytics and Symphony Tourism Services.

*You can access all of the BC & AB PRIZM & EQ summaries at tourismresiliency.ca*

**d. Take a read through the summaries and look for some that align with your ideal customer.**

Start with EQ summaries as there are 9. Select your top 2-3. Then look at the PRIZM segments that fall within each of those top EQ types. Read through those summaries to determine whether they might be segments you'd like to target.

▶ *Select your top 2-3 EQ segments.*

▶ *Consider the associated PRIZM segments.*

What info to look for:

*What are their characteristics?*

*Where do they Live?*

*What do they like to do?*

*What values resonate with them?*

*...and more.*

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e.  If you didn't do this earlier, be sure to visit How-to Guide #3 and your region's Monthly Visitor Highlights Report to identify your region's top 5-10 PRIZM & EQ segments as part of your review.

Since these are already the segments likely visiting your area most, it's useful to understand what they are like, and see if they line up with your ideal customer and you'd like to target them along with additional segments.

**5. Now to learn more. You'll need to know where people from these market segments live, in order to know if they are feasible to target.**

a. Find out:

Where do they typically live, what are their media habits, more details about social values, activity interests, and more.

These are found in detailed profiles that are not available to the public but can be requested from your RDMO.

b. How to request detailed profile information from your RDMO:

Email your RDMO Advisor or contact and request the name of the PRIZM and EQ profiles you would like and they can send them to you.

Here's a sample of a PRIZM segment:

# Suburban Sports Profile

*View the complete profile.*

## What are their Demographics?

median household maintainer age
**52 years old**

average household income
**$127,861**

married/common-law
**61%**

children at home
**47%**

## Where do they live?

- Abbotsford, BC
- Surrey, BC

## What are their media habits?

- **76.8%** use Facebook
- **36.9%** use Instagram
- **24.6%** use Twitter
- **69.3%** use YouTube

## What are their social values?

- rejection of orderliness
- need for escape
- racial fusion

## What are their top tourism activities?

- swimming
- camping
- hiking/backpacking

## What are their interests?

- cycling
- visiting national/ provincial parks
- golfing

c. For each segment you select, review the profile to identify:

i. *Where they live?* Based on their locations, is it feasible for them to be primary markets for you? *(Page 1)*

ii. *What are their demographics and social values?* Do these align with your values? *(Page 2)*

iii. *What activities do they like?* Is there participation from this market in the activities you offer? *(Page 3)*

d. Revisit your ideal customer information and confirm that these are segments you would like to target.

e. Read through the information of the detailed profile to learn more about each segment.

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**6. Go to the next level: Access Destination Canada's EQ writing guides to attract your ideal customers**

*Get the EQ Toolkit*

The Explorer Quotient™

Asset Development G...

Canada

**7. Go to the next level: HOW TO ADVERTISE to your target audience utilizing the PRIZM & EQ profile information—** *How-to Guide #5*

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